

# **Networked Leadership Skills:**

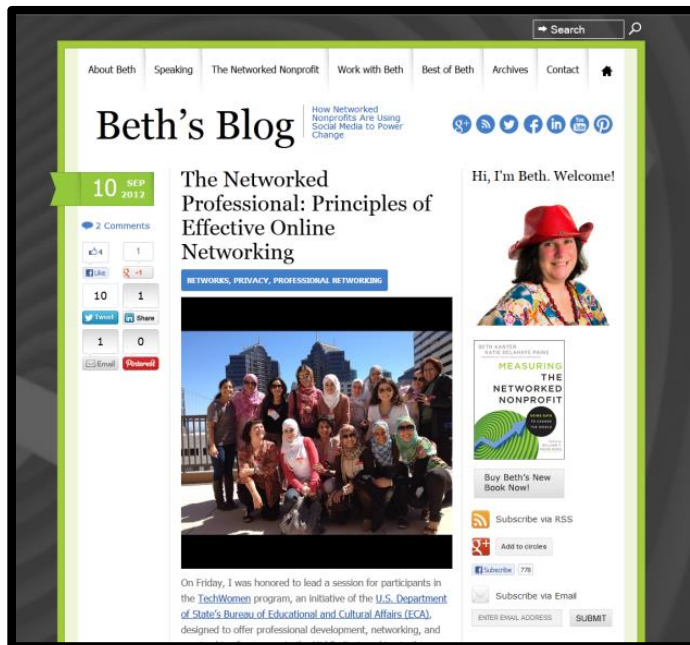
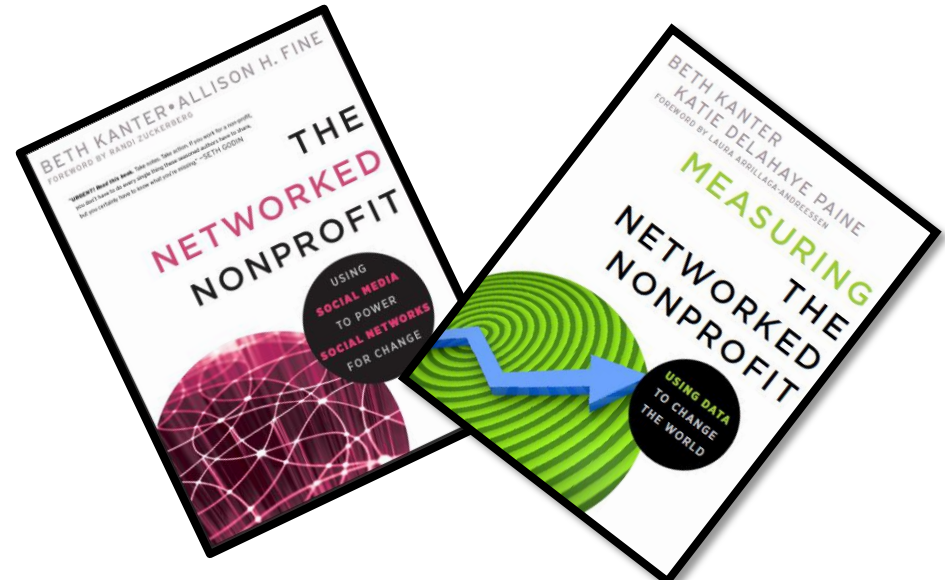
## **Building Thought Leadership on Social Media**

### **Module 2: Social Learning**

**Beth Kanter , Master Trainer, Blogger, and Author**

**KDMC**  
**February 10, 2015**

# Beth Kanter: Master Trainer, Author, and Blogger



@kanter



<http://networked-leadership-skills.wikispaces.com/>

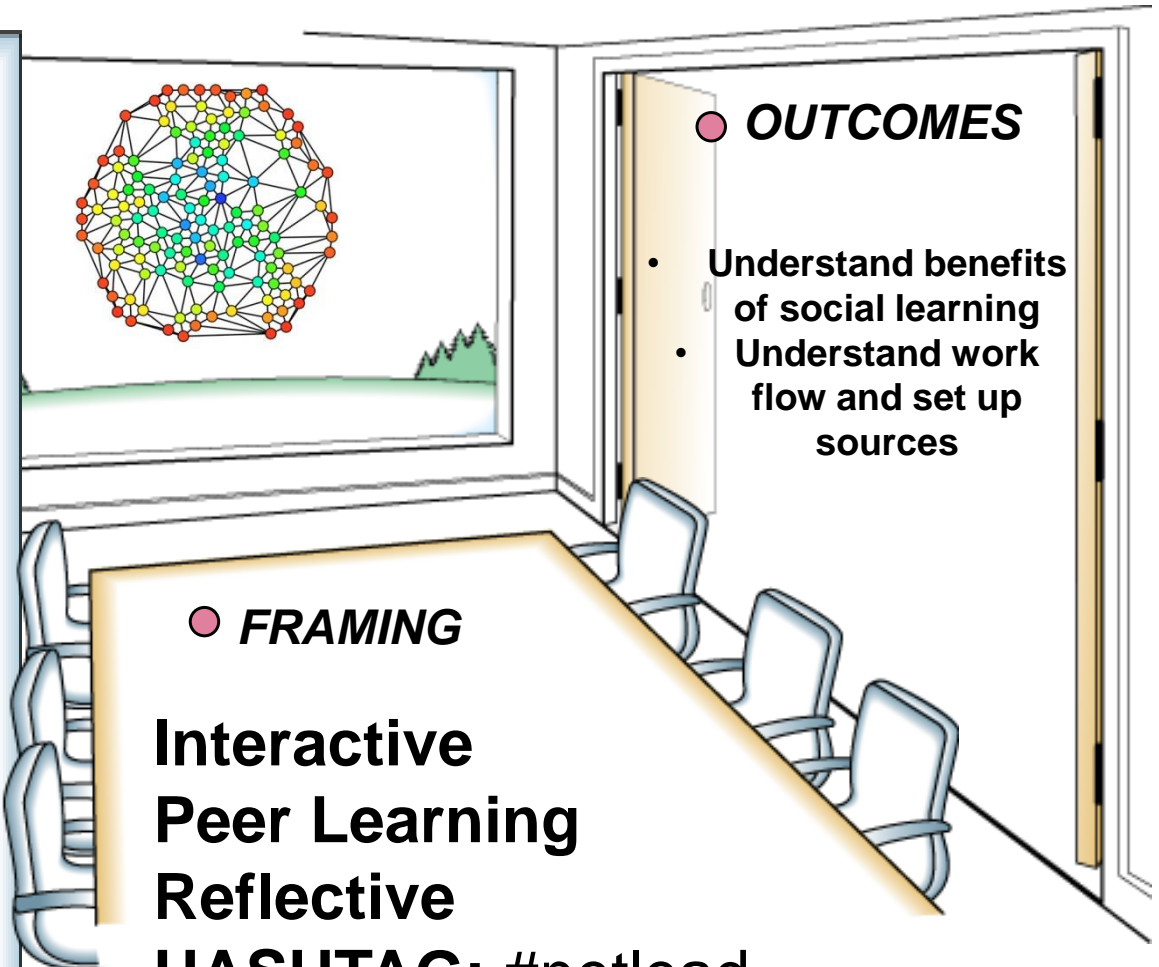
# Roll Call

Tina Boyes	Akron Community Foundation
Tracy Burt	Akron Community Foundation
Molly Kunkel	Centre County Community Foundation
Carol Goglia	Communities Foundation of Texas
Claire Hodges	Communities Foundation of Texas
Cara Matteliano	Community Foundation for Greater Buffalo
Justine David	Community Foundation for Greater Buffalo
Kate French	Community Foundation for Southeast Michigan
Roberta King	Grand Rapids Community Foundation
Kelly Ryan	Incourage Foundation
Shannon K Semmerling	Incourage Foundation
Erica Fizer	Legacy Foundation
Joan Vallejo	Oregon Community Foundation
Sandi Vincent	Oregon Community Foundation
Kristin Dunstan	The Community Foundation for Greater Atlanta, Inc.
Erin Dreiling	The Community Foundation for Greater Atlanta, Inc.
Rebecca Arno	The Denver Foundation
Luann Lovlin	The Winnipeg Foundation
Noah Erenberg	The Winnipeg Foundation
Shelley Prichard	Wichita Community Foundation

# Today's Class

## ● **AGENDA**

- Homework Review
- Benefits/Challenges of self-directed professional development at work
- Keeping up in with your community or industry on Twitter
- Seek/Sense/Share Work Flow
- A Few Examples
- Setting Up Your System



## ● **OUTCOMES**

- Understand benefits of social learning
- Understand work flow and set up sources

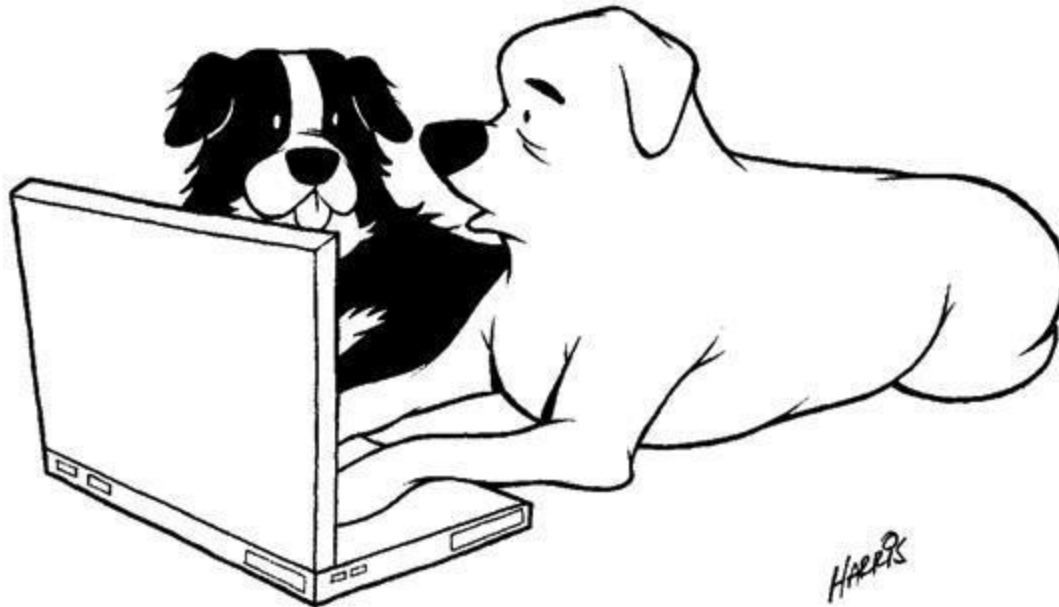
## ● **FRAMING**

**Interactive  
Peer Learning  
Reflective  
HASHTAG: #netlead**

<http://networked-leadership-skills.wikispaces.com/>



# Homework from Last Session



*"And then I just hit delete. I haven't actually eaten any homework for years."*

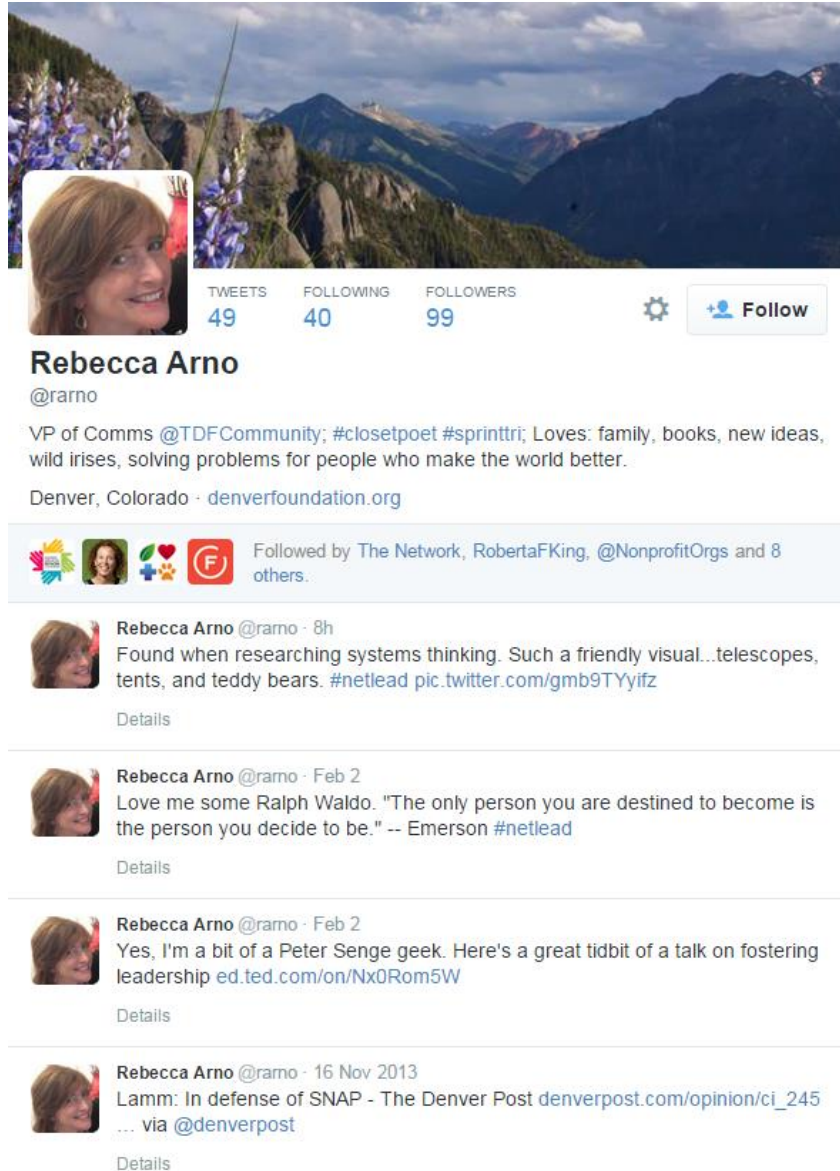
**#netlead**

<https://storify.com/kanter/netlead>

## Homework

- Update your Twitter Profile with an authentic elevator speech
- Practice writing great tweets using the 7 ways to avoid Twitter Writer's Block (Brief, Timely, Social, Visual, Quotes, RT/Value, Humor) – one great tweet per day and use hashtag: #netlead

# Social Media Elevator Speech



Rebecca Arno's Twitter profile features a header image of a mountain landscape with purple flowers in the foreground. Her profile picture shows her smiling. The profile statistics are: 49 tweets, 40 following, and 99 followers. A 'Follow' button is visible. Her bio identifies her as the VP of Comms for @TDFCommunity, a closet poet, and a sprinter, with interests in family, books, new ideas, wild irises, and solving problems for people who make the world better. She is located in Denver, Colorado, and her website is denverfoundation.org. Below the bio, it shows she is followed by The Network, RobertaFKing, @NonprofitOrgs, and 8 others. Her tweet history includes a tweet about researching systems thinking, a quote by Emerson, a tweet about Peter Senge, and a tweet about SNAP.

**Rebecca Arno** @rarno  
VP of Comms @TDFCommunity; #closetpoet #sprintr; Loves: family, books, new ideas, wild irises, solving problems for people who make the world better.  
Denver, Colorado · denverfoundation.org

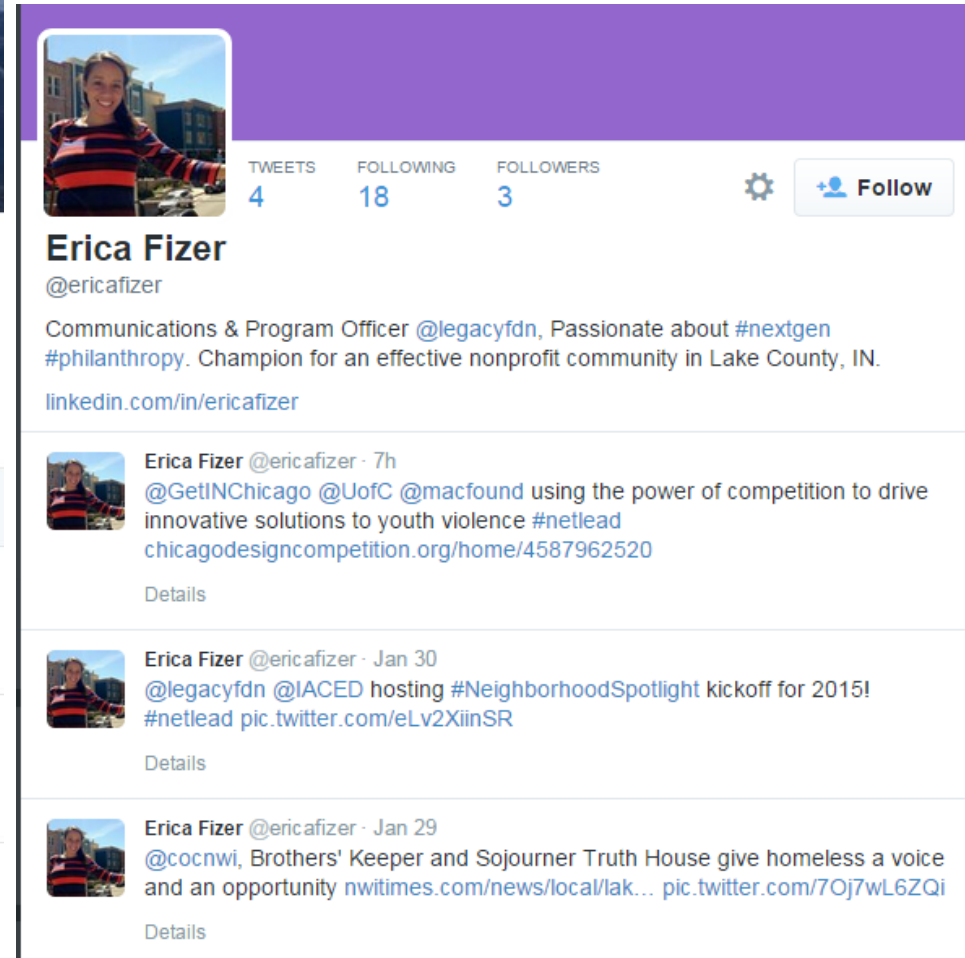
Followed by The Network, RobertaFKing, @NonprofitOrgs and 8 others.

**Rebecca Arno** @rarno · 8h  
Found when researching systems thinking. Such a friendly visual...telescopes, tents, and teddy bears. #netlead pic.twitter.com/gmb9TYyifz

**Rebecca Arno** @rarno · Feb 2  
Love me some Ralph Waldo. "The only person you are destined to become is the person you decide to be." -- Emerson #netlead

**Rebecca Arno** @rarno · Feb 2  
Yes, I'm a bit of a Peter Senge geek. Here's a great tidbit of a talk on fostering leadership ed.ted.com/on/Nx0Rom5W

**Rebecca Arno** @rarno · 16 Nov 2013  
Lamm: In defense of SNAP - The Denver Post denverpost.com/opinion/ci\_245 ... via @denverpost



Erica Fizer's Twitter profile has a purple header. Her profile picture shows her smiling. The profile statistics are: 4 tweets, 18 following, and 3 followers. A 'Follow' button is visible. Her bio identifies her as the Communications & Program Officer for @legacyfdn, passionate about #nextgen #philanthropy, and a champion for an effective nonprofit community in Lake County, IN. Her website is linkedin.com/in/ericafizer. Below the bio, it shows she is followed by The Network, RobertaFKing, @NonprofitOrgs, and 8 others. Her tweet history includes a tweet about the power of competition, a tweet about the NeighborhoodSpotlight kickoff, and a tweet about the Brothers' Keeper and Sojourner Truth House.

**Erica Fizer** @ericafizer  
Communications & Program Officer @legacyfdn, Passionate about #nextgen #philanthropy. Champion for an effective nonprofit community in Lake County, IN.  
linkedin.com/in/ericafizer

**Erica Fizer** @ericafizer · 7h  
@GetINChicago @UofC @macfound using the power of competition to drive innovative solutions to youth violence #netlead chicagodesigncompetition.org/home/4587962520

**Erica Fizer** @ericafizer · Jan 30  
@legacyfdn @IACED hosting #NeighborhoodSpotlight kickoff for 2015! #netlead pic.twitter.com/eLv2XiinSR

**Erica Fizer** @ericafizer · Jan 29  
@cocnwi, Brothers' Keeper and Sojourner Truth House give homeless a voice and an opportunity nwitimes.com/news/local/lak... pic.twitter.com/7Oj7wL6ZQi

<https://storify.com/kanter/netlead>

# Social Media Elevator Speech



**Shelly Prichard**  
@Shellyprichard



Following

Harder than I thought to write my Twitter profile. Brevity is beautiful. [#netlead](#)



RETWEET

1



5:56 PM - 8 Feb 2015



**Paul Daemen** @AdviseGlobal · 6h  
[@Shellyprichard](#) a great profile. Have an awesome Monday.



**Beth Kanter** @kanter · now  
[@Shellyprichard](#) [#netlead](#) awesome work!



TWEETS

540

FOLLOWING

360

FOLLOWERS

288



Following

**Shelly Prichard**

[@Shellyprichard](#) FOLLOWS YOU

CEO of Wichita Community Foundation [@wichitacf](#). Connector, catalyst, love community. 6th gen. Kansan, Go Cats! Need God, sunshine, family, dog, to read & cook.

Wichita, Kansas



Followed by [Chris Tuttle](#), [Farra Trompeter](#), [K Engelhardt-Cronk](#) and 6 others.



**Shelly Prichard** [@Shellyprichard](#) · 16h

Harder than I thought to write my Twitter profile. Brevity is beautiful. [#netlead](#)

[Details](#)



**Shelly Prichard** [@Shellyprichard](#) · Feb 6

Setting up my [@TweetDeck](#) with [@cl\\_looney](#) - doing my homework [@kanter](#) [#netlead](#)

[Details](#)



# Social Media Elevator Speech

[about.me](#)  [Discover](#)

# Roberta F. King

Writer. Wonderer. Wanderer.


  



Just a PR Maven working in community philanthropy in the Mitten state.


I'm a runner, an aspiring photographer and promoter of my recently published memoir, *He Plays a Harp*. I'm happiest when I'm in a southern latitude. For fun, I'm a citizen reporter for *The Raptidian* and a writing student in the UCLA Extension program.

 Michigan

 Public Relations

 Valparaiso University  
Grand Valley State University

 writer public relations running philanthropy michigan grand rapids muskegon parrothead memoir books

     [Follow](#)

 [theraptidian.org](#)  
 [robertafking.com](#)

# Writing Great Tweets: Visual



TWEETS

4,902

FOLLOWING

1,545

FOLLOWERS

1,325



Following

**Noah Erenberg**  
@CNCwpg

Convener of Community News Commons -- CNC -- The Winnipeg Foundation's civic media project. Journalist, media educator, TV documentary director, writer.  
nerenberg@cncwpg.org · [communitynewscommons.org](http://communitynewscommons.org)



Followed by Sean Gardner, Jon Hutson, Stephen J. Caggiano and 4 others.



**Noah Erenberg** @CNCwpg · 3h  
Giving back made easy for this #Winnipeg senior, thanks to @winnipegfdn  
[communitynewscommons.org/our-city/tradi...](http://communitynewscommons.org/our-city/tradi...)  
[Details](#)



**Noah Erenberg** @CNCwpg · 3h  
"Recycled chair skis at @TheForks" by Greg Petzold.  
#chairs #skis #chairskis #PhotooftheDay [pic.twitter.com/6vrLhbe9Uz](https://pic.twitter.com/6vrLhbe9Uz)  
[Details](#)



**Noah Erenberg** @CNCwpg · 22h  
What is data journalism? [vox.com/2015/2/4/79755...](http://vox.com/2015/2/4/79755...) via @MelissaBell  
[Details](#)



**Noah Erenberg** @CNCwpg · 22h  
FCC Chairman Tom Wheeler: This Is How We Will Ensure Net Neutrality | WIRED [wired.com/2015/02/fcc-ch...](http://wired.com/2015/02/fcc-ch...)  
[Details](#)



**Noah Erenberg** @CNCwpg · Feb 4  
"@umanitoba Opera Theatre students perform 'Mai '68 - Opera in Two Scenes' at Winnipeg New Music Festival" [pic.twitter.com/0dHwpHM2vE](https://pic.twitter.com/0dHwpHM2vE)  
[Details](#)

 **Noah Erenberg** @CNCwpg · 4h  
"Recycled chair skis at @TheForks" by Greg Petzold.  
  
#chairs #skis #chairskis #PhotooftheDay



  6  6 

[View more photos and videos](#)

# Writing Great Tweets: Visual

Marika and 10 others follow



**Rebecca Arno** @ramo · Feb 3

Found when researching systems thinking. Such a friendly visual...telescopes, tents, and teddy bears. #netlead



← ↻ 1 ★ ...

Expand

# Writing Great Tweets: Humor



**RobertaFKing**

@RobertaFKing



Following

Writing about bequests that pretty much bypass the kids and go to a nonprofit. And the kids are alright with it. [#netlead](#)



RETWEETS

2

FAVORITES

2



6:10 AM - 4 Feb 2015



**RobertaFKing**

@RobertaFKing



Following

Filling in at the front desk at [@GRCommFound](#). Ready to transfer your call, answer questions, accept lunch deliveries. [#netlead](#)



8:29 AM - 5 Feb 2015



**Beth Kanter** @kanter · 1m

Great way to learn, isn't it? RT [@RobertaFKing](#) Filling in at the front desk at [@GRCommFound](#). [#netlead](#)





# Personal Branding - Pro Tip: Use Pinned Tweet

# #BETHESPARK





**Musimbi Kanyoro**  
@MKanyoro FOLLOWS YOU

President and CEO of @GlobalFundWomen Passionate about women's leadership, philanthropy & justice. Committed to learning. #BeTheSpark Views=mine

[globalfundforwomen.org](http://globalfundforwomen.org)  
Joined June 2012

[Tweet to](#) [Message](#)

39 Followers you know



TWEETS 1,135 FOLLOWING 5,457 FOLLOWERS 12.9K FAVORITES 198

[Settings](#) [Follow](#)

[Tweets](#) [Tweets & replies](#) [Photos & videos](#)

 Pinned Tweet

 **Musimbi Kanyoro** @MKanyoro · Nov 20

Read my latest in @HuffPostImpact on my mom's Nokia, IGNITE, & why #tech is a women's rights issue! [ow.ly/ECVvq](http://ow.ly/ECVvq) #BeTheSpark

 HuffPost Impact



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[Follow](#)

 **Education Week** @educ...  
[Follow](#)

 **WeAreTeachers** @WeAreTe...  
[Follow](#)

Popular accounts · Find friends



# Personal Branding - Pro Tip: Use Pinned Tweet



**Bruce Lesley**  
@BruceLesley FOLLOWS YOU

President of @First\_Focus & @Campaign4Kids. Child advocate, husband & father of 4. Basketball fanatic. Views expressed are mine alone.  
#InvestInKids

Bethesda, MD / Washington DC  
firstfocus.org  
Joined June 2008

[Tweet to](#) [Message](#)

124 Followers you know

TWEETS 38.8K FOLLOWING 10.4K FOLLOWERS 10.8K FAVORITES 1,775 LISTS 50 [Following](#)

Tweets Tweets & replies Photos & videos

**Pinned Tweet**  
**Bruce Lesley** @BruceLesley · Jan 6

**Mario Cuomo on the importance of children in public policy**



Mario Cuomo on the importance of children:  
"They are not my children, perhaps. Perhaps they are not your children, either. But, they are our children. We should love them.  
But even if could choose not to love them, we would still need them to be sound and productive. Because they are the nation's future."  
1932 2015

Who to follow · Refresh · View all

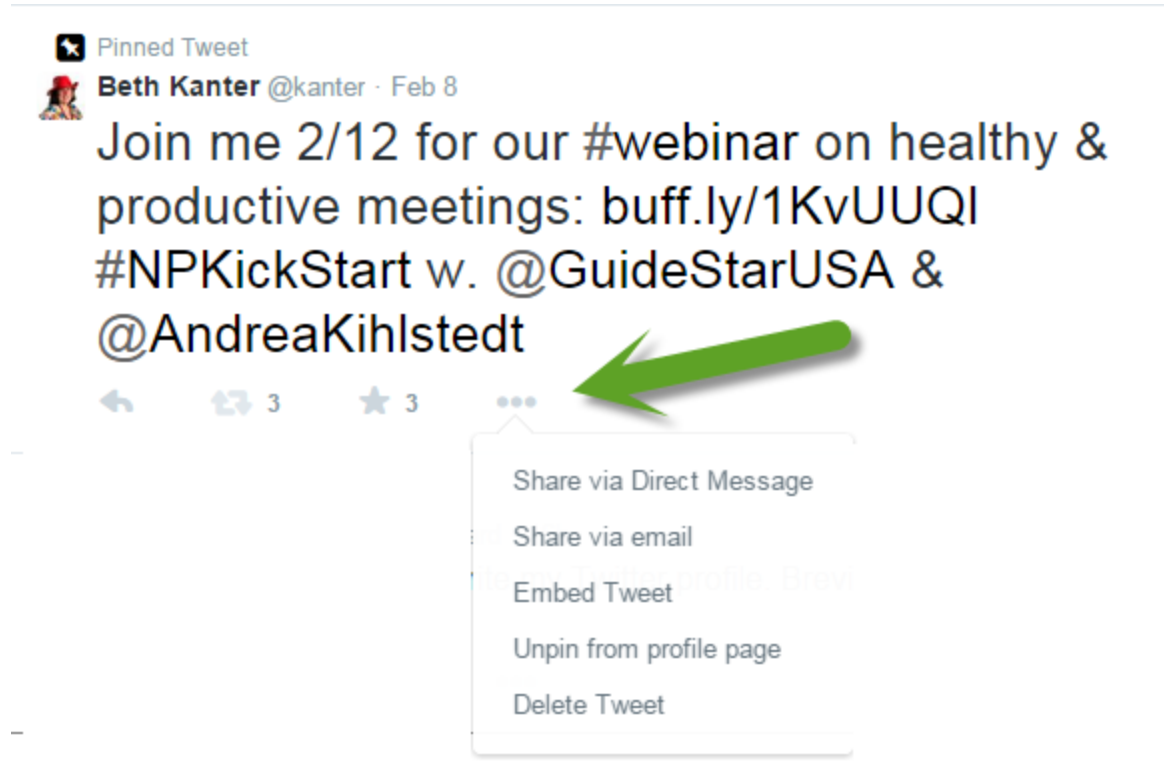
-  **Robert J. Marzano** @robertj... [Follow](#)
-  **ISTE** @istecconnects [Follow](#)
-  **HuffPostEducation** @Hu... [Follow](#)

Popular accounts · Find friends

Trends · Change

- #GRAMMYs
- Valentine's Day
- Brian Williams
- Beck
- Dean Smith

# Personal Branding - Pro Tip: Use Pinned Tweet



# Over the Shoulder Learning!

## KDMC Class List

A public list by Beth Kanter

MEMBERS

27

SUBSCRIBERS

0

Edit

Delete

Tweets

>

List members

>

List subscribers

>

Tweets for KDMC online class on networked leadership - homework

by Beth Kanter · 2 days ago · 9 Views

Consider how our

Module 1: Elevator Speech



RobertafKing  
@RobertafKing

Cleaned up my About Me page. Just in case you wanted to know more about me. [about.me/Robertafking](https://about.me/Robertafking) #netlead

4:23 PM · 27 Jan 2015

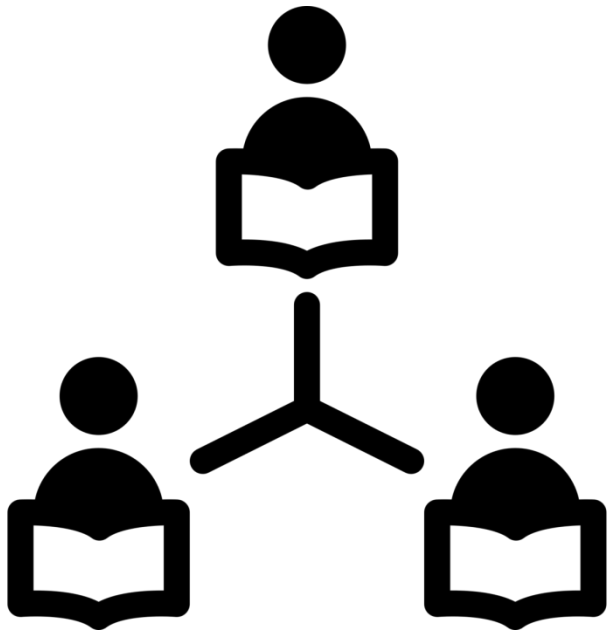
Follow

<https://twitter.com/kanter/lists/kdmc-class-list/members>  
<https://storify.com/kanter/netlead>

# Social Learning: Definition

- Social learning is about people connecting, conversing, collaborating and learning from, and with, one another on a daily basis at work.
- Social media platforms can help facilitate social learning from your professional network:
  - Curate and share resources
  - Ask and answer questions
  - Share and receive ideas and experiences
  - Solve problems
  - Keep up to date with what colleagues and people in the field are thinking/doing
  - Keep up with or spot trends

## Benefits: Social Learning At Work



- Social learning on Twitter, helps build and reinforce your reputation as a subject matter expert or the “*go to person*” on a topic to a target audience
- Helps you get smarter faster!

**Discussion:** How are you doing “social learning” to support your professional or community foundation’s goals? What keeps you from doing it?



# Content Curation: Definition



The process of cherry picking relevant, timely, and high quality information in your topic area, making sense of it to build your expertise and keep up to date in your field, and sharing it with your professional network.

# You Are Already A Content Curator If .....



Reading and synthesizing from different sources to keep up with your community, field, or professional interests, you are already a content curator.

Just adding Twitter as another source to find and share.

# The Content Curation Work Flow: Harold Jarche



Seek

Sense

Share



**Harold Jarche**

@hjarche FOLLOWS YOU

International Consultant & Speaker on the future of work in the network era. Focused on improving personal and organizational learning.

Sackville, NB, Canada · [jarche.com](http://jarche.com)




 TWEETS 38.8K FOLLOWING 10.4K FOLLOWERS 10.8K
 
[Following](#)

**Bruce Lesley**

@BruceLesley [FOLLOWS YOU](#)

President of @First\_Focus & @Campaign4Kids. Child advocate, husband & father of 4. Basketball fanatic. Views expressed are mine alone. #InvestInKids

Bethesda, MD / Washington DC · [firstfocus.org](#)




 Followed by Groupon Grassroots, edutopia, Sarah Conner-Smith and 100+ others.


**Bruce Lesley** @BruceLesley · 45m  
 Insured, but Not Covered - Elisabeth Rosenthal - NY Times [buff.ly/1KwHPrt](#)  
[Details](#)


**Bruce Lesley** @BruceLesley · 1h  
 Kasich's poverty plan noble but difficult | Columbus Dispatch [buff.ly/1yWQWLp](#)  
[Details](#)


**Bruce Lesley** @BruceLesley · 3h  
 Dr. Sanjay Gupta: Vaccines are a matter of fact - CNN [buff.ly/1KzNeP7](#)  
[Details](#)


**Bruce Lesley** @BruceLesley · 4h  
 Early education debate foreshadows national fight | Star Tribune [buff.ly/1A5emnu](#) #EarlyEd #InvestInKids  
[Details](#)


**Bruce Lesley** @BruceLesley · 5h  
 CHIP keeps Pennsylvania kids healthy & deserves to be funded - Diane Koken - LancasterOnline [buff.ly/1KzM7ii](#) #CHIPworks #ExtendCHIP  
[Details](#)

Uses Twitter to support organization's mission as a bipartisan advocacy organization dedicated to making children and families a priority in federal policy and budget decisions.

February 9, 2015

# THE HUFFINGTON POST

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Supreme Court Refuses To Stop Gay Marriages In Alabama



Here Are All The Winners From This Year's Grammys



Beck Beats Beyoncé For Album Of The Year



**Bruce Lesley**  
RSS Feed

GET UPDATES FROM BRUCE LESLEY

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[EMAIL](#)
[Follow](#)
[Like](#) 79

Bruce Lesley is President of [First Focus](#), a bipartisan advocacy organization committed to making children and families a priority in federal policy and budget decisions.

Mr. Lesley has more than 20 years of public policy experience at all levels of government and a demonstrated commitment to making children's lives better. Lesley directs all aspects of policy development and internal operations at First Focus.

In 12 years on Capitol Hill, Lesley worked on health care, education, human services, and immigration issues in several different capacities. Most recently he served as Senior Health Policy Advisor on the Senate Finance and Health, Education, Labor and Pensions Committees for U.S. Senator Jeff Bingaman. He also worked for U.S. Senator Bob Graham on the Senate Finance Committee, served as minority Chief of Staff for the Senate Special Committee on Aging and was an aide to U.S. Representatives Ronald Coleman and Diana DeGette.

[Show full bio](#)



# Bruce's Work Flow and Tools

## SEEK

Finds and vets key blogs and Twitter lists in each issue area

Scans and reads every morning and picks out best, writes tweets, and schedules

Taps into personally selected list of expert sources and seeks new sources

## SENSE

Summarizes article in a tweet, adds hashtags, credits sources

Writes blog posts using multiple links shared on Twitter

Feeds his network with quality and personalized content

## SHARE

Engages with aligned partners and target audience

Leads conversations

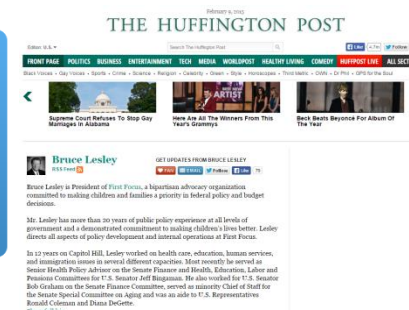
Recommends other experts, sources, and articles

Credits sources



More lists by [@BruceLesley](#)  
View all

College Favs  
national partners  
govt agencies-watchdogs  
child-rights  
child-international  
thelist  
nutrition-hunger  
early-childhood  
state-child-advocates  
economics-poverty  
border-immigration-dream  
non-profit  
celebs-sports  
political-govt  
media  
childwelfare-fostercare  
education  
health-care  
Child-Youth Advocates





# Twitter Lists and Hashtags

## national partners

A public list by Bruce Lesley

MEMBERS

376

SUBSCRIBERS

3

Subscribe

Tweets

List members

List subscribers

More lists by @BruceLesley ·  
View all

College Favs  
national partners  
govt agencies-watchdogs  
child-rights  
child-international  
thelist  
nutrition-hunger  
early-childhood  
state-child-advocates  
economics-poverty  
border-immigration-dream  
non-profit  
celebs-sports  
political-govt  
media  
childwelfare-fostercare  
education  
health-care  
Child-Youth Advocates

## List members



**Lisa Goodgame** @ThatLisaG

Digital communications nerd @ Center for Public Policy Priorities. Ex-US diplomat in Uzbekistan. Native Texan & general do-gooder.



Follow



**Stephanie Mohl** @StephAtHeart

Snr Govt Relations Advisor for American Heart Association/ American Stroke Association. Also a Consumer Representative to NAIC. Views expressed are my own.



Follow



**Bruce Lesley** @BruceLesley · 4h

Early education debate foreshadows national fight | Star Tribune [buff.ly/1A5emnu](http://buff.ly/1A5emnu)  
[#EarlyEd](#) [#InvestInKids](#)



4



View summary



Ka  
VP  
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for



Ma  
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ACOG  
The American College of Obstetricians and Gynecologists  
AC  
Th  
Gy  
tha  
ne



**Bruce Lesley** @BruceLesley · 5h

CHIP keeps Pennsylvania kids healthy & deserves to be funded - Diane Koken - LancasterOnline [buff.ly/1KzM7ii](http://buff.ly/1KzM7ii)  
[#CHIPworks](#) [#ExtendCHIP](#)



1



1



**Meggie** @meggiemcalfano

Child & mental health advocate, research nerd, policy wonk. Proud @hospitals4kids employee and @Penn alum. Tweets are my own.



Follow



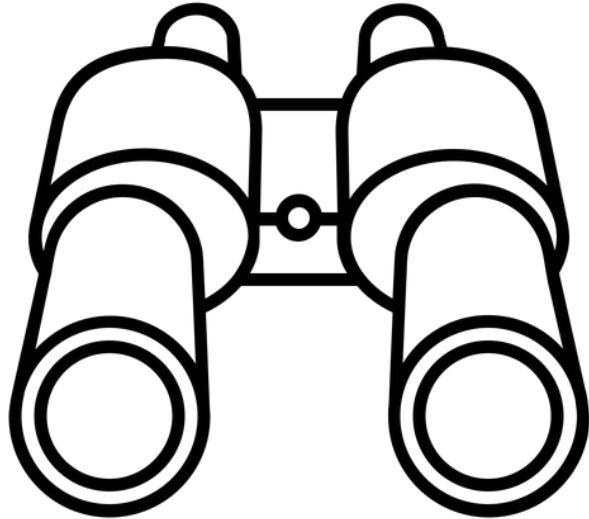
**U.S. Ratify the CRC** @Treaty4Kids

The U.S. Campaign is a volunteer network of



Follow

# Seek on Twitter: Two Techniques



## **Technique #1: Twitter Lists**

*Are you using Twitter lists?*

## **Technique #2: Monitoring Hashtags**

*Are you using hashtags?*

# Twitter Lists

- Filters your Twitter stream by letting you view Tweets from a specific group of people or organizations related to a topic
- Lists can be public or private
- Helps you reduce the signal to noise when curating
- Easy to set up, ongoing maintenance of adding or deleting Twitter accounts
- Create your own or “subscribe” to other people’s lists
- Search for lists in your subject matter area – good starting point to build your own
- Avoid Twitter list rot

# How To Build or Find Your Twitter Lists



Created by Juan Pablo Bravo  
from the Noun Project

- Pick a topic or keyword that you want to be build thought leadership around
- Brainstorm a list of sources
- Create a name for your list and set it up on Twitter
- Look at the Twitter profiles of your sources or scan searches, add organizations to your Twitter list
- Subscribe to already created Twitter lists
- As you discover new sources, add to the lists

# How To Build or Find Your Twitter Lists

TWEETS 41.9K FOLLOWING 4,632 FOLLOWERS 405K FAVORITES 4,054 LISTS 80

Edit profile

Subscribed to Member of

## Engaged Followers

329 Members



## KDMC Class List

27 Members



## State Arts Agencies

39 Members



## Crowdfunding Nonprofits

25 Members



## Health Data Nerds

17 Members



## Nptech LB List

282 Members



## RWJF Summer Camp

Socially Engaged Staff

39 Members



## Create a list

A list is a curated group of Twitter users and a great way to organize your interests. [Learn more](#)

Create new list



## Create a new list



List name

Description

Under 100 characters, optional

## Privacy

- ☒ Public · Anyone can follow this list
- ☐ Private · Only you can access this list

Save list



# A Few Twitter Lists

Give Local America: Philanthropy Influencers

<https://twitter.com/GiveLocal15/lists/giving-influencers/members>

Community Foundations

<https://twitter.com/CCCftweets/lists/community-foundations/members>

Philanthropy Reporters

<https://twitter.com/familygiving/lists/philanthropy-reporters>

Nonprofit Lists

<https://twitter.com/Network4Good/lists>

Philanthropy Thought Leaders

<https://twitter.com/Philanthropy/lists/thinkers-leaders>

Foundation Center Lists

<https://twitter.com/fdncenter/lists>

# Twitter Hashtags

- Are created for events, Twitter Chats, campaigns, communities, and topic areas.
- A good source to discover content or to ensure *your* contributions are discovered
- Some hashtags are productive and flourish over a long period of time. Some are short-term.
- How To Find
  - Notice hashtags used by people you follow or within Twitter lists you've created
  - Search Twitter bios of key experts for hashtags
  - Search on Twitter
    - *Discover* Tab
  - Ask your colleagues!
  - Hashtag.Me
  - See list of social good hashtags

# Twitter Social Good Hashtags



SOCIALBRITE.ORG

## 45 HASHTAGS FOR SOCIAL CHANGE!



### Social good & activism

- [#socialgood](#)
- [#cause](#)
- [#volunteer](#)
- [#4change](#) & [#video4change](#)
- [#giveback](#)
- [#dogood](#)
- [#occupy](#) & [#ows](#)



### Nonprofits & foundations

- [#nonprofit](#) & [#nfp](#)
- [#philanthropy](#)
- [#charity](#)
- [#charitytuesday](#)
- [#nptech](#)
- [#foundation](#)
- [#crisiscommons](#)



### Social businesses

- [#socent](#) (social entrepreneurship)
- [#impinv](#) (impact investing)
- [#crowdfunding](#) & [#crowdsourcing](#)
- [#socialbusiness](#)
- [#changemakers](#)
- [#BOP](#) (Bottom of the Pyramid) & [#bopbiz](#)
- [#entrepreneurs](#)
- [#csr](#) (Corporate Social Responsibility)
- [#microfinance](#)
- [#socialenterprise](#)
- [#socap](#) (social capital)
- [#sofinance](#)
- [#neweconomy](#)



### Environment, social justice & human rights

- [#humanrights](#)
- [#poverty](#)
- [#hunger](#)
- [#aid](#)
- [#diversity](#)
- [#sustainability](#)
- [#health](#) & [#sdoh](#)
- [#disabilities](#)
- [#green](#)
- [#eco](#) & [#earthtweet](#)
- [#humantrafficking](#)
- [#climate](#)
- [#solar](#)
- [#fairtrade](#)

# Tool: Hashtag.Me

Hashtagify 2.0 Beta Find, Analyze, Amplify

Hashtags ▾ Influencers & Competitors ▾ All Accounts ▾ University ▾ About ▾

Showing: #nptech Popularity: 46.9

Search #tag: #nptech

Related Hashtags Top Influencers Usage Patterns Wall New!

## All-time Top 10 Hashtags related to #nptech



## Top Recent Media

**Orange Leap**  
@OrangeLeap

Considering online communications?  
Start simple with a straightforward, easy-to-read, mobile optimized website.  
[#nptech](#)

10:45 AM - 9 Feb 2015

**Praan Misir**  
@pmisir

Class on Weds means I may miss #pnpTO @heather\_jewell @JasonShim, but if you [#nptech](#) are free, you should

hashtag: #charity  
popularity: 64  
correlation from #nptech: 2.8%

10:45 AM - 9 Feb 2015

**Salsa**  
@salsalabs

4 Simple Steps to Clean Up Your #Email  
[#List: ow.ly/IqHWW](#) [#nonprofits](#) [#donations](#) [#NPTech](#)

10:50 AM - 9 Feb 2015

# Save Hashtag Searches

Home

Notifications

Messages

Discover

#npotech

Search

Profile

Tweet

Everything

People

Photos

Videos

News

Timelines

Advanced Search

All people

People you follow

Everywhere

Near you

Trends · Change

#GRAMMYS

#NationalPizzaDay

Valentine's Day

Beck

Taylor Swift

Brian Williams

Kanye West

Dean Smith

Sling TV

The Walking Dead

Results for #npotech

Remove

Top / All


TechSoup Canada @techsoupcanada · 9m

Free webinar: Donor Communications: Using Stories that Add the "Wow!" Factor bit.ly/16GciVa via @wearechimp #npotech #fundraising

idealware @idealware · 9m

Reuters: more than half of top US hospitals are trialling Apple HealthKit ow.ly/IJEV1 #data #mobile #npotech

Engadget





Reuters: more than half of top US hospitals are trialling Apple...  
By James Trew @jstrew  
When Apple announced HealthKit, one of the more interesting features was the ability for Doctors to check your health data remotely. HealthKit has already  
[View on web](#)

Expand

Salsa @salsalabs · 20m

4 Simple Steps to Clean Up Your #Email #List: ow.ly/IqHWW #nonprofits #donations #NPotech

  
hootsuite  
Social Media Dashboard

  
TweetDeck



# Content Curation on Twitter: Tips

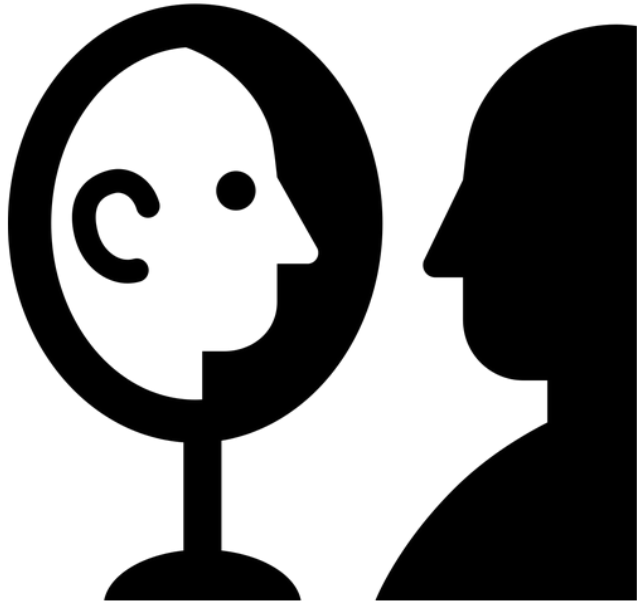
## SENSE

- Ask questions
- Add your insight as RT
- Revise the title of the article
- Call out the important or new piece of information
- Use links curated in a blog post or presentation

## SHARE

- Share resources you discover on Twitter on other channels as appropriate
- Credit original source or hashtag – where you discovered it
- Recommend to a Twitter user or add a relevant #hashtag
- Crowdfund additional comments or insights

# Reflection



- What is one simple step you can take to improve your thought leadership on Twitter through effective content curation?

Created by Luis Prado  
from the Noun Project

# Homework

- Set up at least one list on Twitter
- Follow at least one hashtag on Twitter
- Use Seek-Sense-Share to tweet using #netlead

Worksheets, Links, and Tips on the Wiki

<http://networked-leadership-skills.wikispaces.com/Module+2>

## Next Class

**Date:** Tuesday, Feb. 24, 2015 1-2:30 PM PST

Module 3

Professional Networking and Relationship Building on  
Social Channels